

LOWER TAXICAB TARIFF WOULD SWELL PROFITS

More Persons Will Ride When
Rates Are Made Reason-
able.

ARE PROHIBITIVE NOW.

Aldermen Must Make a Com-
plete Change to Have a
Popular Service.

By Sophie Irene Loeb.

In talking with owners of taxicabs in the hope of a more popular and reduced rate service, this is what they say:

"The idea of abolishing the private stands is absurd. It can't be done. We should have to have twice as many cabs on the streets to do the same amount of business, if the stands were abolished and rates lowered."

"At the present rates we can do just as much business as we can properly handle."

"There are a certain class of people who will ride in taxicabs at any price. With the present private back stands we have no worked out our system that we eliminate dead mileage every day and can practically tell where every cab is working."

"We have on several occasions reduced the rates and did not have any more calls than at the higher rates."

"Of course we have times during the day when we do not have enough cabs."

"There are also seasons when thousands of people come at the station from football games or any other public affairs when we do not have as many cabs as necessary, but we must have the paying average."

"The people who ride in taxicabs do not want cheap rates. Prices make no difference to our present patrons, for if they want a cab they want it and are willing to pay for it."

"Where taxicabs are used the area is small and we have to make our money in that area—which is different from Europe."

"We would have to revise our entire system if the taxicabs were all made public cabs with no private stand privileges."

"The credit system we have worked out for our patrons would have to be changed."

"If the public taxicabs, aside from the companies, were to come in on the private stands of hotels and restaurants we would not be able to carry on the telephone system we now have, which minimizes our dead mileage."

"We are willing to keep paying 10 per cent of our earnings or more to hotel men to keep things as they are."

"We are not making money. The public hackman is not a responsible party."

"A few of these questions, and especially those concerning 'dead mileage,' 'area of business,' rival means of transportation, may be answered in a letter just received from F. S. Bradley, for twenty-five years Chief of Transportation in London."

LOW TARIFF PAYS WELL ENOUGH IN ENGLAND.

"For business purposes the area of operations by taxicabs is, generally speaking, four to five miles in London. Dead mileage is a consideration in determining tariff, but a factor which largely operates against this item is a low tariff, which polarizes the vehicle, and so creates a demand which does not exist with a high tariff."

"Notwithstanding the enormous transit facilities of cheaper forms of locomotion in London the taxi does a good business, which is directly attributable to the tariff. In fact, in the season, taxicabs are frequently engaged to go to the race meetings, to the seaside, journeys varying from 40 to 100 miles. With a prohibitive tariff these would disappear."

"The license fees are used for upkeep of the department carrying out the duties."

"So it would seem that the area of taxicab business is, in reality, more in New York than in London, taking in the hotel districts and the downtown business districts. Of course only a small percentage of population ride in taxicabs at the above rates."

"New York has never had a popular service, as there are not 2,000 cabs in the city entire as against 8,000 in London. That in London they make money and that everybody rides in a street car, as Mr. Bradley states, 'attributable to the tariff.'"

"More answers to the companies' contention would come from the public standpoint to be as follows:

"There are no private hackstands in London, where all taxicab owners have claim is the best system. Everybody has a right to the city streets in all localities where they are serving the public as common carriers. According to the owners, taxicabs are in New York 'private' carriers limited to an established clientele, which, if broken, would make them put on twice as many cabs to do the same amount of business."

"But the public would be the beneficiaries. With 8,000 cabs on the streets of New York at 15 cents a mile who wouldn't ride? Folks of very moderate means indeed ride in London and Paris. Getting in a taxi is almost as much of a habit as getting in a street car there. And, as Mr. Bradley says, the rival means of transportation are enormous as compared to New York, and the prices of these only 2 cents for long distances."

"They have trams, street cars, buses, subways, thousands of horse-cabs, yet 8,000 taxicabs according to this authority whose business it is to talk from exact figures are doing a 'good business.' Why? Only on account of this great popular service which the New York citizen has never enjoyed."

"Granting license for private hackstands to companies instead of enlarging and popularizing the system in New York has made the companies

News Oddities

Fremont, Ohio, the centre of the sauerkraut industry, reports the largest output in many years.

The Armageddon casualties included a slaughter of 197,000 iron men from the Perkins reserve.

Mary Garlin, 69, from Harry Lauder land a Scotch breakfast menu—oatmeal porridge with a pint of 'but' poured over it—to be eaten after dancing all night. Belonged to the possibilities.

Isn't there a law against cruel and unusual forms of punishment? Sheriff Harbinger is going to unlimber his guns long enough to ask the wives of the all-mony club to eat Thanksgiving dinner with their husbands in Ludlow Street Jail.

GROUNDS FOR SEPARATION—Mrs. Louise Sutton of Brooklyn says her husband refused to let his mother-in-law live with them.

Roxbury, Mass., man got married as the result of an election bet. It is not stated whether he won or lost.

Surgeons in St. Louis lifted the heart of an injured man out of his chest and put ten stitches in it. It was interesting for the surgeons, but the patient died.

Costumes of theatrical performers in St. Louis are regulated by an alliance of ministers, and there is danger that the chorus girls will resemble Arctic explorers in Esquimaux dress.

systematic a system which if withdrawn would make them, according to their own statements, put on twice as many cabs to meet the lower rates of the public hackman.

They contend that they would rather be sure of what they have, each corner getting the hotels each year as they bid the highest, than have a change that would make them do a more extensive business to make the same amount of money.

That they have worked out a fine telephone and credit system is evident. The writer visited various plants and found the working machinery in the order and facilities for carrying on the business methodical indeed.

That they are compelled to keep records of their drivers as to honesty and fitness to drive, etc., is perhaps a drawback which they should not be encouraged with.

As Mr. Bradley asserts, the money made in the license department is "used for the upkeep of the department carrying out the duties." (These duties are protecting the public with inspectors, prosecuting unscrupulous drivers, seeing that cabs and taximeters are proper in construction, etc.)

In New York this department yields a revenue of \$400,000, and \$300,000 of this is put into the sinking fund. Perhaps if the burdens of the owners in this direction were taken over by the city where they justly belong, with an efficient force to carry on the business of policing the taxicabs, the companies might turn some of this attention to further benefit of the public.

And when I suggested to the companies that if this fund was turned toward regulating their drivers and making them more efficient as well as saving them money in the protection of passengers in this way, what would they do for the people in return. The answer was: "If such regulations were enforced for a time we would then consider the reduction of rates. But at present we prefer to have the private hackstands and rates remain as they are."

VIEW OF A DRIVER WORKING IN NEW YORK.

In answer to the driver signing himself "A Union Taxicab Chauffeur of Local 167," another driver writes to The Evening World as follows:

I have been a cabby for eleven years. In that time I have never had a police summons or an accident or an overcharge complaint. At present I am driving a public taxi on the street. As you say, and you are right, I lose lots of tips on account of the price the clock registers.

I don't see how that union driver would they do for the people in return. The answer was: "If such regulations were enforced for a time we would then consider the reduction of rates. But at present we prefer to have the private hackstands and rates remain as they are."

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TWO WIDOWS IN COURT ASK ADMINISTRATION OF ONE HUSBAND'S ESTATE

One Values Suicide Fox's
Property at \$900, Other
at \$3,000.

The rival claims of Mrs. Martha Fox of No. 121 East One Hundred and Ninth street and Mrs. Lillian Fox of No. 285 Fort Washington avenue, who declare they are the widows of Harris A. Fox who killed himself at the Fort Washington avenue address about a fortnight ago, for letters of administration, will be heard by Surrogate Fowler today. Mrs. Martha Fox asks that Mrs. Lillian Fox appear and show cause why her application should be granted. Mrs. Martha Fox also asks the Surrogate to inquire into the validity of a divorce decree entered in Kings County in January, 1911, wherein Harris A. Fox is recorded as the plaintiff and Martha

Fox, therein styled "Mary Fox," is described as the defendant. Mrs. Fox denies all knowledge of such divorce. Mrs. Lillian Fox was the first to file application for letters of administration. She valued the estate at \$900, and said the heirs at law were herself and three children—Annie, Moses and Matthew Fox. In her petition Mrs. Martha Fox said she was the lawful widow and that the other heirs were three children, Morton S. and Della Fox. She estimates the estate at \$3,000.

BEAUTIFUL HAIR WOMAN'S CHARM. DON'T HAVE THIN, FADED, GRAY HAIR

A Simple Remedy Beautifies
and Darkens the Hair,
Cures Dandruff

What a pity it is to see so many people with thin, wispy hair, faded and streaked with gray, and realize that most of these people might have soft, glossy, abundant hair of beautiful color and lustre if they would but use the proper treatment. There is no necessary for gray hair under sixty-five years of age, and there is no excuse for heavy, young or old, having thin, straggling hair, either full of dandruff or heavy and rank, smelling with excessive oil.

You can bring back the natural color of your hair in a few days and forever rid yourself of any dandruff and loose hairs, and make your hair grow strong and beautiful by using Wyeth's Sage and Sulphur Hair Remedy. For generations common garden Sage has been used for restoring and preserving the color of the hair; and Sulphur is recognized by Scalp Specialists as being excellent for treatment of hair and scalp troubles.

If you are troubled with dandruff or itching scalp, or if your hair is losing its color or coming out, get a fifty-cent bottle of Wyeth's Sage and Sulphur from your druggist, and notice the improvement in the appearance of your hair after a few days' treatment.

James McCreery & Co.

23rd Street 34th Street

On Sale Wednesday, November 27th

WOMEN'S GLOVES. In Both Stores.

Tan or White 1 clasp Prix Seam Capeskin.
special, 95c a pair

Black or White 12 button length Glace
Mousquetaire. regularly 2.50, 1.75 a pair

16 button length White Glace Mousquetaire.
value 2.75, 1.95 a pair

SWEATERS. In Both Stores.

For Women and Children.

Women's Worsteds Sweaters with high collar
or V neck,—plain weave. value 3.25, 2.65

Wool Sweaters with V neck or roll collar.
Various weaves. value 5.00, 3.85

Women's Fine Worsteds Sweaters in White or
Grey. value 6.00, 4.75

Boys' and Girls' Worsteds Sweaters. . . . 1.75
value 2.50

Large assortment of Angora Sweaters in
plain and fancy weaves, at moderate prices.

UMBRELLAS. In Both Stores.

Appropriate Christmas Gifts.

Men's and Women's Umbrellas,—covered with
piece-dyed Silk Mixed Fabrics, tape edge. Handles
of Staghorn, Capehorn, Gun Metal, Carved Woods
with Sterling Silver Caps and Trimmings. 1.75
value 2.50 and 3.00

Umbrellas covered with Twilled Silk, tape
edges. Handles:—Etched and Engraved Sterling
Silver Caps, Staghorn, Carved Woods, plain or
fancy trimmed. For Men and Women. 2.75
value 3.50 to 5.00

Taffeta Silk Umbrellas, — tape edges.
Handles:—Long Etched and Engraved Sterling
Silver Caps, Staghorn, Capehorn, Pimento and
English Furze with Sterling Caps and Trimmings.
Sizes for Men and Women. 3.85 and 4.85
value 6.00 to 8.00

James McCreery & Co.

23rd Street 34th Street

Victor-Victrolas

In every style and case

\$15 to \$250

Mahogany and Oak finishes to harmonize with interior wood work.

Records by every prominent operatic and concert artist and by the leading personages of the comic stage. 60 cents and upwards.

Victor accounts opened by special arrangement.

23rd Street
6th Floor

34th Street
6th Floor



Mr. GEORGES Sr.

About to

RETIRE

from

GEORGES STORES

I'm Sacrificing a Mil-

lion Dollar Stock for

Cash to Settle with Him

in This Reorganization

Sale.

WHEN I announced this extraordinary sale in five cities, I said in one of my first advertisements: "If values can produce results all my stores should be crowded to the doors from the first hour of this announcement." I am pleased to say that values CAN and DO produce results, particularly in New York.

In the first ten days of the sale I have enjoyed the greatest selling in the history of the Georges business. I knew that my present reductions would bring response. I made them purposely deep because it's up to me, the junior partner, to turn a Million Dollar stock into cash quickly, so that I can make settlement with the senior member of the firm, who is about to retire. Never before in the annals of retail clothes selling have you had such a remarkable and yet such a legitimate offering at the opening of the season.

While cash is my imperative need, I am not losing sight of the fact that the future of my business after this reorganization depends upon the making, satisfying and keeping of customers during my present sale.

\$15, \$18 & \$20
Suits & Overcoats Now \$10
\$20, \$22.50 & \$25
Suits & Overcoats Now \$12
\$25, \$28 & \$30
Suits & Overcoats Now \$15
\$30, \$32.50 & \$35
Suits & Overcoats Now \$18

And so on upward, including the aristocrats of my stocks, many the uncalled-for garments of Fifth Avenue merchant tailors, made to order to bring \$35 to \$75, and Georges custom built model clothes, equally high in quality and character, now in the reorganization sale, \$20, \$22.50, \$25, \$30 and \$35—embracing silk-lined suits of the finest imported fabrics up to luxurious Montague overcoats.

Open Evenings for Your Selection.

George's

NEW YORK

42 West 34th

Bet. Broadway and 5th Ave.

ALSO STORES AT

PHILADELPHIA 15th & Chestnut
BOSTON 84 Washington
PROVIDENCE 5th & Westminster
BUFFALO 5th & Main

Purses are filled—

hearts are made glad

By the timely use

of a Word Want Ad.

The John Wanamaker Store

Formerly A. T. Stewart & Co.
Broadway, Fourth Avenue, Eighth to Tenth Street.

Christmas Clearing House of Women's Ready-to-Wear Clothes Now on the Christmas Floor

Instead of going to the Subway floor for women's tailored suits at \$8 to \$15—for the serge dresses at from \$5 upwards, and equally moderate priced coats—now take the elevators to the Fourth floor of the New Stewart Building, near the House of a Thousand Babies.

This is the Christmas floor, and women's clothes make excellent, practical gifts.

Women's Tailored Suits, \$10 to \$15

At \$10—blue or black serge suits, plain or with large revers, trimmed with braid, lined with guaranteed satin. All sizes.

At \$11.75—cheviot in black and brown, with the plainness that is the best investment in moderate-priced suits.

At \$15—suits of fine serge or cheviot, with plainness that is the best investment in moderate-priced suits. Revers made by men tailors.

Warm Cheviot and Chin-chilla Coats, \$12 and \$15

Warm cheviot coats, heavy enough to keep out the wind. Some braid bound and with big buttons. Oxford gray only, \$12.75.

Full-length coats of fine serge, lined throughout with guaranteed satin. Black or blue, \$12.75.

Warm coats of mixtures in good colors—almost a hundred of them at \$12.

Chinchilla coats with velvet collars, Oxford or dark blue, \$15.

Striped dark blue boucle coats, with velvet facing down the front, \$15.

Serge and Silk Dresses \$5, \$5.75, \$6, \$8.75 and up to \$12.75.

Most attractive dresses of soft serge and harder finish diagonal whorled. All sorts of pretty little touches to make them interesting and out of the ordinary.

At \$10.75 and \$12.75, charmeuse and other silk dresses with the air of much more expensive models. Women who own these pretty frocks can always feel well-dressed.

At \$10.75, about 110 evening dresses, so dainty and fresh that each one seems to suggest a Thanksgiving Day party or a Christmas dance.

(Fourth floor, New Stewart Bldg.)

"Of the Making of Books There Is No End"

And there's practically no end to the Christmas and the All-the-Year-Round Books in

The Wanamaker Book Store

Books for all moods of all minds—for the young, the old, and the ageless—for her, him or yourself.

Books that are rare, old, select, quaint, curious, classic, or popular.

Plain, homely books that become well-thumbed; regal-looking books that become treasures.

Books of fact, fancy, fiction.

Such a veritable library of books as both bibliophile and popular fiction reader will revel in. It is as nearly complete a gathering of books as possible to find.

It is a place to browse in—this Wanamaker Book Store. No one is importuned to buy; all books on the shelves are classified by subjects; and there are plenty of competent people—specialists, we might truthfully say—to advise, help, suggest, serve you.

And—by way of Christmas suggestion—when in doubt as to what present to give him or her, give a book. Here are a few:

A YOUNG MAN'S FANCY—Verses and pictures by Coles Phillips; decorations by E. Stetson Crawford. . . . \$8.00

MAIDENS FAIR—By Harrison Fisher; decorations by T. B. Hapgood. . . . \$8.50

CHILDHOOD—Pictures by Cecilia Bull Hunter and Caroline Ogden; verses by Burgess Johnson. . . . \$8.00

ROSEBUDS—Drawings by Henry Hutt; decorations by E. Stetson Crawford. . . . \$2.00

AMERICAN TYPES—With sixteen engravings in color and fourteen in black and white; by Clarence F. Underwood, with poems by various authors. . . . \$2.50

THE BROAD HIGHWAY—By Jeffery Farol, with twenty plates in color from drawings by George Long. . . . \$8.00

THE HARBOR OF LOVE—By Ralph Henry Barbour, with illustrations in color by George W. Plank and decorations by Edward Stratton. . . . \$1.50

ALL THE YEAR ROUND—By James Whitcomb Riley, with twelve illustrations cut on wood and printed in colors by Gustave Baumann. . . . \$2.50

JUST SO STORIES—By Rudyard Kipling; pictures by Joseph M. Gleason. . . . \$2.50

THE ADVENTURES OF KITTY COBB—Pictures by James Montgomery Flagg. . . . \$2.00

THE MISTRESS OF SHENSTONE—By Florence L. Barclay, with eight illustrations in color by F. H. Townsend. . . . \$2.50

KIM—By Rudyard Kipling, with illustrations by J. L. Kipling. . . . \$3.50

THE LIFE OF THE BEE—By Maurice Maeterlinck, translated by Alfred Sutro; illustrated by Edward J. Detmold. . . . \$4.00

THE BELLS AND OTHER POEMS—By Edgar Allan Poe, with illustrations by Edmund Dulac. . . . \$5.00

THE MODERN READER'S CHAUCER—The complete poetical works of Geoffrey Chaucer, now first put into modern English by John S. P. Tatlock and Percy MacKaye, with illustrations by Warwick Goble. . . . \$5.00

COLONIAL HOMES AND THEIR FURNISHINGS—By Mary H. Northend, with numerous illustrations. . . . \$5.00

DANCING AND DANCERS OF TODAY—The modern revival of dancing as an art by Caroline and Charles H. Caffin, with numerous illustrations. . . . \$4.00

ROYAL GARDENS—By Cyril Ward, B.A.; illustrated with thirty-two full-page color reproductions from original water-colors and with five pen drawings by the author. . . . \$5.00